



Generative AI business use cases

# Banking + Credit Unions



# Table of contents

Introduction	1
Addressing risk	2
Unlocking potential	3
How to use this document	4
Business use cases	
Personalized Customer Support	5
Prospecting Outreach + Customer Acquisition	9
Targeted Content Development	13
Personalized Product Recommendations	17
Additional generative AI use cases for Banking + Credit Unions	21
Loan Underwriting	21
Regulatory Compliance Monitoring	22
Financial Reporting	22
Fraud Detection	23
Predictive Analytics and Forecasting	23
Conclusion	24
Appendix	25



Generative AI is profoundly impacting the banking and credit union industry. From simplifying administrative tasks, to expediting client service, to facilitating intricate analysis and reporting, this innovative technology is helping **drive productivity and operational efficiency** across the segment so financial professionals can dedicate more time to their fundamental goals of attracting and delighting customers.

# 75 minutes per CSR per day

time saving with Liminal-secured generative AI

# \$7.5M

Average annual efficiency gains from Liminal-secured generative AI in 1000-employee bank or credit union

# 90%

of banks and credit unions are looking to deploy and use generative AI within the next year<sup>1</sup>

<sup>1</sup> "Capturing the full value of generative AI in banking", McKinsey, December, 5, 2023



## Address the risks

As banking institutions and credit unions embrace generative AI's benefits, they must confront risks related to data privacy, security, and sovereignty. Protecting PII, PCI, financial records, and other sensitive data like Intellectual Property from unauthorized sharing is paramount. A comprehensive security approach involving policy, process, and technology is essential for securing client information and adhering to financial data protection regulations including GLBA, PCI-DSS, SOX, GDPR, CCPA, and others.

### 01

#### PHI/PII exposure

Liminal protects against the inadvertent sharing of compliance-defined terms with Large Language Models (LLMs).

### 02

#### Sensitive Data + IP leaks

Liminal allows you to define and safeguard unique intellectual property and sensitive corporate data types across all interactions with generative AI.

### 03

#### Inappropriate exchanges

Liminal defends against the ingestion or output of offensive, discriminatory, or derogatory content.

Liminal exists to help organizations unlock the **potential of generative AI** by addressing the data privacy and security risks inherent with this technology.

With Liminal, organizations have complete control over the data submitted to large language models (LLMs). Whether that be through direct interactions, through the consumption of off-the-shelf software with generative AI capabilities, or via the generative AI-enabled applications built in-house, Liminal's unique horizontal platform helps ensure compliance-defined data like PHI, PII, and PCI - as well as organization-specific data like intellectual property and trade secrets - aren't leaked outside your organization.

Across every generative AI model, in every application you use, and in every application you're building.





## Unlock the potential

This document showcases several real-world applications of generative AI deployed in the banking and credit union industry today. For each scenario, we describe the use case, the problem it addresses, its benefits, and the ROI that a Liminal-protected generative AI solution can offer.

ROI from Liminal ranges anywhere from **3x–20x on a single use-case**, and each subsequent use case only compounds your return.



Prospecting Outreach and Customer Acquisition

\$840,000



Marketing Content

\$875,000



Customer Service and Support

\$1,100,000



Regulatory Compliance Monitoring

\$700,000



Portfolio Management

\$350,000



Risk Assessment and Management

\$1,800,000



Market Analysis and Forecasting

\$325,000



Fraud Detection

\$400,000



Data Analysis and Reporting

\$1,100,000



To help **estimate the implementation effort** and **assess the business value** of deploying specific use cases, we've developed a high-level schema for evaluation.

#### Effort

##### Simple

Generative AI solution can be implemented in a matter of hours

##### Moderate

Solution implementation can typically be completed within a few weeks

##### Detailed

Planning and solution deployment is more complex and can take several months

#### Value

##### Low

ROI on the Liminal-enabled generative AI solution is 1x-3x

##### Medium

ROI on the Liminal-enabled generative AI solution is 4x-6x

##### High

ROI on the Liminal-enabled generative AI solution is greater than 7x

*\*Please note: these implementation timelines refer to the work required to research and deploy a generative AI solution. The deployment of Liminal is a one-time process and can be completed in under an hour.*



Use case

# Personalized Customer Support

Department/Resource: Customer Service

Implementation Effort Simple

Business Value Impact Medium

 Customer Service and Support

---

With Liminal, customer service representatives can generate personalized communications **40% faster, translating to 100+ hours per representative per year** that can be allocated to focusing more deeply on ensuring customer satisfaction.



# Personalized Customer Support

## What

Delivering an exceptional customer experience is essential for fostering loyalty and retention. Providing personalized, timely responses to client inquiries is a critical function in demonstrating a commitment to understanding and meeting individual customer needs. However, crafting these personalized communications often requires significant time and resources, balancing the need for rapid responses with the demand for high-quality, customized interactions.

With Liminal's secure platform, customer service representatives (CSRs) can leverage generative AI to drastically reduce the time commitment associated with crafting these customer-specific responses.

## How

Leveraging Liminal Spaces, your CSR team can now quickly and efficiently use generative AI to safely prepare personalized responses back to customer inquiries:

6 terms detected

Write a customer service email to a customer who called asking about the \$10 surcharge. Explain that this is part of the free ch Term masked let them know that they could upgrade to the interest checking account, details here <https://bestbank.com/personal/bank/checking-debit/>: [Jane Gansbuhler](#), ID 43243-831239, email address [egansbuhlerO@mail.com](mailto:egansbuhlerO@mail.com), Age 67yo, Indianapolis, Indiana

The terms underlined in blue are identified data types that have been detected as sensitive, and to which organizational policy is being applied. The hover state boxes over each identified term highlights how that data is being treated prior to its submission to the generative AI tool.





# Personalized Customer Support

## Output

The cleansed prompt is then submitted, and the generative AI model produces an output. Through a process called rehydration, outputs are reviewed upon return, and the protected terms are re-seeded back to their submission state. Each of the identified terms that was detected and protected prior to submission has been highlighted for display purposes.



Entire time spent writing a personalized support communication:

## Less than 1 minute

Acme Bank

Space

Customer Service Email



Subject: Clarification on \$10 Surcharge - Part of our Free Checking Plan

Dear [Jane](#),

Thank you for reaching out to our customer service team earlier today regarding the \$10 surcharge on your account [43243-831239](#). We appreciate your time and interest in understanding this aspect of our banking services. We apologize for any confusion caused, and we are happy to provide clarification.

The \$10 surcharge you mentioned is actually part of our free checking plan. Rest assured, it is not an additional fee but a feature included within this specific account type. Our aim is to offer a comprehensive and user-friendly banking solution to our valued customers, and the surcharge is designed to enhance the benefits associated with our free checking account.

In addition to the free checking plan, we also offer an upgraded account option called the Interest Checking Account, which is a popular option amongst our other [Indianapolis](#)-based customers. This account comes with a range of additional features and benefits that might better suit your banking needs and preferences.

If you are interested in learning more about our Interest Checking Account, I encourage you to visit our website where you can find detailed information on this account type. You can find all the necessary details at the following link: [\[bestbank.com/personal/bank/checking-debit/\]](#)





# Personalized Customer Support

## Detailed Assumptions and Impact


1k	Total Employees
200	Customer Service Representatives (CSRs)
\$20	CSR Organizational Cost Per Hour
220	Number of Working Days Per CSR Per Year
70	Minutes Spent Drafting Personalized Customer Responses Per CSR Per Day

### Personalized Customer Communications

Without Liminal	70 mn per day / per CSR	255 hrs per year / per CSR
With Liminal + Generative AI model (GPT-4, Gemini, or any other model)	40% faster	100 hrs saved per CSR per year

**\$410K**  
annual efficiency gain

**20,500**  
hours saved

 Implementation time: less than an hour\*

*\*Really, just 1 hour to get this into the hands of your team. For more details on implementation, see Appendix A*



Use case

# Prospecting Outreach + Customer Acquisition

Department/Resource: Sales

Implementation Effort Simple

Business Value Impact Medium



Prospecting Outreach and Customer Acquisition

With Liminal, sales representatives can [save 32 minutes each day](#) on the creation of personalized, context rich outreach communications, which equates to [over 115 hours per representative per year](#) that can be devoted to further expanding the customer base.



# Prospecting Outreach + Customer Acquisition


## What

Acquiring new customers is vital for banks and credit unions as it drives revenue growth, enhances market share, and enables long-term profitability. The creation of personalized, relevant outreach communications to prospects is fundamental to winning new clients, but it can be labor-intensive to customize resonant messaging.

With Liminal's secure platform, sales representatives can utilize generative AI to more efficiently produce context-rich, personalized outreach communications.

## How

Leveraging Liminal Spaces, your business development team can now quickly and efficiently use generative AI to safely craft compelling, customized prospect communications:

 4 terms detected

Term masked

"Write a personalized email to prospective customer Sara Moreno about switching to our new Ultra Elite credit card. Email address is saram4523@mail.com, annual income is \$175,000 and she lives at 2456 E. 45th St., #2114, Chicago, IL, 60653. DOB: 6/5/1961."

The terms underlined in blue are identified data types that have been detected as sensitive, and to which organizational policy is being applied. The hover state boxes over each identified term highlights how that data is being treated prior to its submission to the generative AI tool.







# Prospecting Outreach + Customer Acquisition

## Output

The cleansed prompt is then submitted, and the generative AI model produces an output. Through a process called rehydration, outputs are reviewed upon return, and the protected terms are re-seeded back to their submission state. Each of the identified terms that was detected and protected prior to submission has been highlighted for display purposes.



Entire time spent writing a personalized prospect outreach communication:

## Less than 1 minute

Acme Bank

Space

Prospecting Outreach + Customer Acquisition



Subject: Introducing Our Exclusive Ultra Elite Credit Card - Elevate Your Rewards!

Dear Sara Moreno,

I hope this email finds you in good health and high spirits. As a valued customer of our bank, I wanted to personally reach out and introduce you to an exciting new offering that may be of interest to someone with your financial standing and aspirations. Allow me to present our all-new Ultra Elite Credit Card, designed specifically to elevate your rewards and provide unmatched benefits tailored to your lifestyle.

With your impressive annual income of \$175,000 and residence in Illinois, our Ultra Elite Credit Card is the perfect match for your esteemed financial needs. This card is crafted exclusively for individuals like yourself who seek a premium credit card experience with enhanced privileges and exquisite customer service.

Here's a glimpse of the exceptional rewards and features you can expect with our Ultra Elite Credit Card:

1. Superior Rewards Program: Earn bonus points on every qualifying purchase and unlock a world of possibilities. From luxurious travel experiences to exclusive merchandise, your rewards can be redeemed to suit your desires and lifestyle.
2. Elevated Concierge Service: Access a dedicated and personalized concierge team that can assist you with travel arrangements, event bookings, restaurant reservations, and much more. We aim to provide impeccable service that exceeds your expectations.
3. Comprehensive Insurance: Enjoy peace of mind with a suite of insurance coverages, including travel accident insurance, purchase protection, extended warranty coverage, and rental car insurance when you use your Ultra Elite Credit Card.





# Prospecting Outreach + Customer Acquisition

## Detailed Assumptions and Impact

1k	Total Employees
100	Sales Representatives
\$38	Sales Representative Organizational Cost Per Hour
220	Number of Working Days Per Representative Per Year
80	Minutes Spent Drafting Prospecting Communications Per Representative Per Day

### Personalized Prospect Outreach

Without Liminal	80 mn per day / per rep	290 hrs per year / per rep
With Liminal + Generative AI model (GPT-4, Gemini, or any other model)	40% faster	115 hrs saved per rep per year

\$437K

annual efficiency gain

11,500

hours saved



Implementation time: less than an hour\*

\*Really, just 1 hour to get this into the hands of your team. For more details on implementation, see Appendix A






Use case

# Targeted Content Development

Implementation Effort Simple

Business Value Impact Medium

 Marketing Content

Department/Resource: Marketing

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With Liminal, Marketing staff can **save 70 minutes per day** crafting targeted, highly-engaging content, which translates to **over 250 hours per marketer per year** that can be reinvested into greater volume outputs.



# Targeted Content Development


## What

Campaigns and collateral tailored to specific customer segments ensures greater relevance and impact. This personalized approach not only enhances customer engagement and satisfaction but also significantly improves the effectiveness of marketing campaigns. The development of these resources, while vital to increased customer retention and acquisition, can be demanding to research and produce.

With Liminal, Marketers can securely use generative AI to quickly create target audiences and develop segment-specific assets that drive higher engagement and greater impact.

## How

Leveraging Liminal Spaces, your content and marketing teams can efficiently use generative AI to safely build audiences and create compelling, targeted campaign collateral and sales enablement tools.

 16 terms detected

Analyze the following customer profiles and segment them into audience groupings. Based on the groupings, recommend email outreach to these users telling them about our new cutting edge savings account, Digital Savings Accelerator.:

1. Noah Schmidt, 31: Small Business Owner, Married, Homeowner, Business Loan. SSN: 045-67-8901. Customer ID: 31-76345.
2. Zara Ali, 39: University Professor, Married, Sabbatical, Research Grants. SSN: 156-78-9012. Customer ID: 39-64279.
3. Dimitri Petrov, 72: Retired Engineer, Widower, Estate Planning, Philanthropy. SSN: 267-89-0123. Customer ID: 72-85943.
4. Jasmine Kaur, 33: Veterinarian, Divorced, Pet Care Expenses, Personal Savings. SSN: 378-90-1234. Customer ID: 33-94726.



# Targeted Content Development

## Output

The cleansed prompt is then submitted, and the generative AI model produces an output. Through a process called rehydration, outputs are reviewed upon return, and the protected terms are re-seeded back to their submission state. Each of the identified terms that was detected and protected prior to submission has been highlighted for display purposes.



Entire time spent crafting targeted content:

## Less than 1 minute

Acme Bank

Space

Targeted Content Development



Based on the given information, the customer profiles can be segmented into the following audience groupings:

### 1. Young Working Professional:

- Noah Schmidt, Early 30s: Small Business Owner, Married, Homeowner, Business Loan. SSN: 045-67-8901. Customer ID: 31-76345. - Jasmine Kaur, Early 30s: Veterinarian, Divorced, Pet Care Expenses, Personal Savings. SSN: 378-90-1234. Customer ID: 33-94726. \*\*

### 2. Mid-life Career Break\*\*:

- Zara Ali, Late 30s: University Professor, Married, Sabbatical, Research Grants. SSN: 156-78-9012. Customer ID: 39-64279. \*\*

### 3. Retiree\*\*:

- Dimitri Petrov, Early 70s: Retired Engineer, Widower, Estate Planning, Philanthropy. SSN: 267-89-0123. Customer ID: 72-85943. \*\* For the email outreach recommendation, each audience grouping requires a tailored approach to highlight the benefits of the new financial advice platform\*\*:

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**1. Young Working Professional:** Email subject: "Unlock Your Financial Potential with FinFuture's Innovative Platform"  
Content: Emphasize the platform's features that help with debt management, savings optimization, and investment planning. Highlight personalized advice and tools to track progress towards financial goals, including insights on managing business loans and personal expenses.

**2. Mid-life Career Break:** Email subject: "Maximize Your Savings during Your Sabbatical with Savings Accelerator"





# Targeted Content Development

Marketing

## Detailed Assumptions and Impact

1k	Total Employees
30	Marketers
\$38	Marketer Organizational Cost Per Hour
220	Number of Working Days Per Marketer Per Year
180	Minutes Spent Crafting Content Per Marketer Per Day

### Personalized Prospect Outreach

Without Liminal	180 mn per day / per marketer	660 hrs per year / per marketer
With Liminal + Generative AI model (GPT-4, Gemini, or any other model)	40% faster	250 hrs saved per BDR per year

**\$290K**  
annual efficiency gain

**7,700**  
hours saved

 Implementation time: less than an hour\*

*\*Really, just 1 hour to get this into the hands of your team. For more details on implementation, see Appendix A*



Use case

# Personalized Product Recommendations

Implementation Effort Simple

Business Value Impact Medium



Prospecting Outreach and Customer Acquisition

Department/Resource: Customer Service, Sales

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With Liminal, customer service representatives and sales resources can **save 15 minutes per day** analyzing customer data and making individualized upsell and cross-sell product recommendations, which amounts to **55 hours per team member per year** that can be redirected towards delivering exceptional service and acquiring more clients.



# Personalized Product Recommendations


## What

Upselling and cross-selling are crucial strategies for banks and credit unions as they not only boost revenue but also deepen customer relationships by offering additional value through relevant products or services. The most effective offers are those that have been personalized to meet the individual needs and goals of the client. The challenge is that the process of analyzing and interpreting customer data to accurately interpret their financial situation and preferences so the appropriate offer can be put forth is time consuming.

With Liminal, customer support representatives and sales team members can securely leverage generative AI to quickly interpret a client's financial position and their existing mix of products and services, and then recommend the most appropriate complementary offerings.

## How

Utilizing Liminal Spaces, your support and sales teams can efficiently use generative AI to safely analyze client information and present the next best product or service based on that customer's individual profile.

 3 terms detected

Based on the following customer profile, provide a list of complementary products that would fit the customer's financial goals and lifestyle. Match those recommendations to our product offerings, as outlined at [www.bestbank.com/product-services](http://www.bestbank.com/product-services)

Customer Term masked

- Name: [Aisha Patel](#)
- Age: [29](#)
- Occupation: [Environmental Engineer](#)
- Annual Income: \$76,000
- Financial Goals: Emergency fund, saving for international travel, moderate-risk investments
- Current Products: Basic savings and checking accounts
- Credit Score: 680
- Risk Tolerance: Moderate
- Marital Status: Engaged...







# Personalized Product Recommendations

## Output

The cleansed prompt is then submitted, and the generative AI model produces an output. Through a process called rehydration, outputs are reviewed upon return, and the protected terms are re-seeded back to their submission state. Each of the identified terms that was detected and protected prior to submission has been highlighted for display purposes.



Entire time spent generating personalized product recommendation:

## Less than 1 minute

Acme Bank

Space

Prospecting Outreach + Customer Acquisition



Based on the provided customer profile for [Aisha Patel](#), the following banking product recommendations are designed to align with her financial goals, risk tolerance, and overall financial health:

- 1. High-Yield Savings Account:** [Aisha](#) should consider transferring her existing basic savings to Best Bank's Xtra Saver high-yield savings account, which would offer a higher interest rate and assist in building her emergency fund more rapidly.
- 2. Money Market Account (MMA):** A Best Bank MMA could be a good choice for her second-tier emergency funds given its higher interest rates than a basic savings account, while still offering liquidity. The Best Bank MMA also provides check-writing and debit card privileges.
- 3. Certificate of Deposit (CD) Ladder:** Given [Aisha's](#) moderate-risk tolerance and savings goal, the Best Bank CDs offer a balance between accessibility and improved interest earnings. By dividing the investment across multiple CDs with staggered maturity dates, [Aisha](#) can benefit from higher interest rates for longer terms while maintaining regular access to funds as each CD matures.
- 4. Credit Builder Loan or Secured Credit Card:** Although [Aisha](#) has a fair credit score, improving it could provide long-term benefits, especially with potential upcoming costs of a wedding or international travel. A Best Bank credit builder loan or using and responsibly paying off a Best Bank Elite Saver credit card can help increase her credit score.





# Personalized Product Recommendations

Customer Service, Sales

## Detailed Assumptions and Impact

1k	Total Employees
200	Customer Service Representatives (CSRs)
100	Sales Representatives
\$20	CSR Organizational Cost Per Hour
\$38	Sales Representative Organizational Cost Per Hour
220	Number of Working Days Per Resource Per Year
45	Minutes Spent Creating Personalized Product Recommendations Per Resource Per Day

### Personalized Product Recommendations

Without Liminal	45 mn per day / per resource	165 hrs per year / per resource
With Liminal + Generative AI model (GPT-4, Gemini, or any other model)	33% faster	55 hrs saved per resource per year

**\$430K**  
annual efficiency gain

**16,500**  
hours saved

Implementation time: less than an hour\*

*\*Really, just 1 hour to get this into the hands of your team. For more details on implementation, see Appendix A*

# Additional generative AI use cases for Banking + Credit Unions

The use cases detailed in this document offer a solid foundation for getting started with generative AI. As your organization experiences productivity improvements from initial implementations, more applications will emerge.

To assist in further maximizing generative AI deployments, here are several additional use cases for consideration.

## Loan Underwriting

Generative AI can rapidly analyze vast amounts of financial data and borrower information, thereby enhancing decision accuracy and efficiency in determining risk scores, creditworthiness, and pricing.

1k	total employees
75	Underwriters
\$35	Organizational Cost Per Hour
220	Number of Working Days Per Underwriter Per Year

Implementation effort	Business value impact	Time Spent on Task Without Gen AI (per resource)	Time Savings with Liminal (per resource)	Annual Capacity Savings	Annual Efficiency Gain
Moderate	High	330 Minutes/Day	135 Minutes/Day	37,000 hours	\$1.3M

## Regulatory Compliance Monitoring

Generative AI can help automate the analysis of vast quantities of transactional data, legal documents, and emerging trends to help ensure adherence to regulatory frameworks.

1k	Total Employees				
50	Compliance and Risk Management Officers				
\$35	Organizational Cost Per Hour				
220	Number of Working Days Per Compliance Officer Per Year				

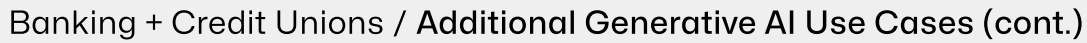
Implementation effort	Business value impact	Time Spent on Task Without Gen AI (per resource)	Time Savings with Liminal (per resource)	Annual Capacity Savings	Annual Efficiency Gain
Moderate	High	280 Minutes/Day	110 Minutes/Day	20,100 hours	\$705K

## Financial Reporting

Generative AI can streamline the data collection and analysis required to generate financial statements, earnings reports and regulatory filing, helping drive speed, accuracy, and efficiency.

1k	Total Employees				
25	FP&A, Accounting, and Analysts				
\$45	Organizational Cost Per Hour				
220	Number of Working Days Per Resource Per Year				

Implementation effort	Business value impact	Time Spent on Task Without Gen AI (per resource)	Time Savings with Liminal (per resource)	Annual Capacity Savings	Annual Efficiency Gain
Moderate	Medium	180 Minutes/Day	60 Minutes/Day	5,500 hours	\$250K



# Fraud Detection

Leveraging generative AI, banks can analyze transaction patterns and customer behaviors in real-time, quickly identifying and responding to potential fraudulent activities with greater accuracy and efficiency.

1k	Total Employees
30	Fraud Prevention and Risk Management Officers
\$35	Organizational Cost Per Hour
220	Number of Working Days Per Fraud Prevention Resource Per Year

Implementation effort	Business value impact	Time Spent on Task Without Gen AI (per resource)	Time Savings with Liminal (per resource)	Annual Capacity Savings	Annual Efficiency Gain
Detailed	Medium	350 Minutes/Day	105 Minutes/Day	11,500 hours	\$400K

# Predictive Analytics and Forecasting

By processing vast datasets to identify patterns and trends, generative AI can significantly speed up the extraction of insights for future projections related to market trends and customer behavior.

1K	Total Employees
20	Analysts, Economists
\$50	Organizational Cost Per Hour
220	Number of Working Days Per Resource Per Year

Implementation effort	Business value impact	Time Spent on Task Without Gen AI (per resource)	Time Savings with Liminal (per resource)	Annual Capacity Savings	Annual Efficiency Gain
Detailed	Medium	220 Minutes/Day	90 Minutes/Day	6,600 hours	\$330K



## Conclusion

Generative AI is a productivity game-changer for the banking and credit union industry. The scenarios outlined in this document are just a sample of the many applications of this technology that can be integrated alongside your financial teams and staff to enhance operational efficiency, deliver the best possible customer service, and grow your client base.

## Security is the first step in any generative AI journey

As the significance of generative AI grows, it's crucial for organizations to establish a comprehensive strategy for data privacy and security that includes policy, procedures, and technology.

Liminal serves as this essential technology layer, offering a comprehensive security solution for banks and credit unions looking to deploy generative AI. Liminal's unique horizontal platform provides cybersecurity and risk professionals complete control over data management in any generative AI interaction.

Liminal works across every generative AI model, in every application you use, and in every application you're building - and can be deployed in less than an hour.

To explore your specific use cases and the impact Liminal can help drive, visit [liminal.ai/start](https://liminal.ai/start)



## Appendix A

To assist in estimating the effort needed for deploying specific use cases within your organization, we've created a high-level schema to outline the time required for implementation.

*Please note: these timelines refer to the work required to research and deploy a generative AI use case solution. The initial deployment of Liminal is a one-time process and can be completed in under an hour.*

### Simple

Generative AI solution can be implemented in a matter of hours

### Moderate

Solution implementation can typically be completed within a few weeks

### Detailed

Planning and solution deployment is more complex and can take several months

**Each of the detailed use cases presented in this document are classified as Simple implementations.**

For each, the most efficient strategy is to leverage Liminal Spaces to securely enable direct chat interactions with Azure OpenAI, Google Gemini, GPT-3.5, GPT-4, Claude 2, or any other generative AI model.

## Setup

- 1 License a generative AI model (or models) for your organization
- 2 Share the API keys for those models with Liminal via the Liminal Admin Console
- 3 Determine which users have access to which models (can be done via IdP integration or on a one-off basis)
- 4 Set your security policies around what types of data can be shared, and how that data should be treated

## Appendix A (cont.)

From here, your designated users can use Liminal Spaces to securely leverage generative AI for the streamlined creation of personalized customer support communications, prospect outreach, targeted marketing content, and individualized product recommendations - all while helping ensure your security policies are enforced and your sensitive data remains protected.

To get started, request a demo, or discuss your specific use cases, visit **[liminal.ai/start](https://liminal.ai/start)**.





Liminal empowers regulated enterprises to securely deploy and use generative AI. With Liminal, organizations have complete control over data privacy, security, and sovereignty - across any generative AI model, in every application you use, and in every application you build. Learn more about horizontal security and Liminal by visiting [\*\*liminal.ai\*\*](https://liminal.ai).